Campus Traffic System

This Teaffic System was designed for Students who live in Huge Campus, to Facilitate Students' Trips and Campus' Management.

— Marketing Research —

† Colleges



† Graduating Students



1 University Cities



FEATURES OF UNIVERSITY CITIES & HUGE CAMPUSES



Large Area



Big Population



40%

Traffic Problem

Campus Safety Problem

ANALYSE OF COMPETITIVE PRODUCTS

	Shuttle Bus		Public Bus
2	SCAU 📴 180 ha	<u>@</u>	Guangzhou University City 3400 ha
\bigcirc	School Gate \rightleftharpoons Buliding 1 \rightleftharpoons B2 \rightleftharpoons B3 \cdots B10		City LoopTQ1 · LQ1 ··· TQ7 · LQ7 ··· TQ1 · LQ1 ··· TQ: Teaching Quaters LQ: Living Quarters
L	Timing Grid	(-)	15 minutes / Bus
	Huge Capacity	1Å	Huge Capacity Frequency Departure
Ţ	Fixed Time	Į	Too many People at Rush Hour
	No Bus at Low Peak		Long Distance from Building to Station

CONCLUSION

According to the analyse of competitive products, I draw anything into conclusion: university cities & huge campuses need campus Traffic System with **Convenience**

TRAFFIC OF UNIVERSITY CITIES & HUGE CAMPUSES



Shuttle Bus

- Electric Vehicles
- 🙎 BNUZ 🛛 🔚 50 ha
- School Gate \Rightarrow Buliding $1 \Rightarrow B2 \Rightarrow B3 \cdots B10$
- (Leaving at Full Capacity
- Frequency Departure
- Causing Traffic Jam

Low Efficiency at Low Peak

USERS RESEARCH

CAMPUS

STUDENT

FACULTY AND STUDENT



AEARS ON CAMPUS



CAMPUS SECURITY





 \rightarrow



USING FEATURE OF STUDENTS ON CAMPUS TRAFFIC SYSTEM



TRAFFIC PROBLEMS ON CAMPUS

Mixed Traffic Lanes on Campus Mixed Sidewalk / Bicycle Lane / Car lane

→ Crowded → Traffic Accident

DEMAND ON TRAFFIC SYSTEM OF STUDENT

Vehicle goes Anytime Safe In-car Environment Large Carriage Capacity **Efficient Loading and Unloading** No Obstructing Campus traffic

USER PERSONA



Daily Schedule

Hash Hour

07:20 _{am}	Away from Dormitory
07:30 _{am}	Get to Electric Vehic
07:55 _{am}	It's Her Turn to get or
08:00 _{am}	Class Beginning
11:30 _{am}	Class is Over
12:15 _{pm}	Reach Dormitory

Low Peak

14:00pm	Get to Electric Vehic
14:20pm	It's Her Turn to get on
14:30 _{pm}	The Site of part
16:30 _{pm}	Job is Over

Every Friday 5:30 pm: Go Home by coach at the station **Outside** the **Campus**

Problem Poor Efficiency during Hash Hour and Low peak Get on the vehicle with Luggage -> Convenient X

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CASES ANALYSIS





- Crowded during Rush Hours
- **Buses Arrive at Any Time**
- **Bus Stations are Far Away** from Some Places

Relation It's Unreasonable for students to Purchase Fees

Image Population → Personal Safety ★

Common Problem

Universal Coverage of Transport System **Operating Costs** for Transport System Safety Problem of Students

Fixed Time is Not Convinent Result of places are Useless to some Short Distance of places Results of the Slides Occur in Winter

Campus Bus Schedule

Route-1

a.m.	p.m.	p.m.
07:40	12:40	05:40 *
08:40	01:40	
09:40	02:40	
10:40	03:40	*
11:40	04:40	*

Route-2

p.m.	p.m.
12:40	05:30
01:40	06:40 *
02:40	07:40 *
03:40	08:40 *
04:40	10:40 *
	p.m. 12:40 01:40 02:40 03:40 04:40

(Zero fare for students) * Not available on Friday





Bus Station

Campus Bus

oo Route 1 & 2 Starting Station



High Cost on Hiring Drivers

SKETCH & MODELING











Modeling





- ->

Abrasive paper A ruler File Markers

Scissors Foam board Cellophane tape PU foaming plastic

Stations

Vehicle



Finish





Polishing



FINAL CONCEPT

